ABSTRACT

ASEP INDRAMAWAN. 10506067, *"Implementation Of Web-Based Academic Information System Impact On User Satisfaction And Competitive Advantage In SMP Negeri 1 Lembang", under the guidance of* Prof. Dr. Hj Umi Narimawati, Dra. SE, M.Si.

Web-based academic information system is an information system that is used by teachers and students of SMP Negeri 1 Lembang. Lack of academic use of web-based information system is in attracting teachers and students to use, a factor that is necessary to find a solution. The purpose of this study was to determine the implementation of web-based academic information system impact on user satisfaction and competitive advantage in SMP Negeri 1 Lembang.

The method used in this study is qualitative and quantitative methods. Data collection techniques by means of observation, interviews, and kuesioner.untuk analysis in this study were teachers and students of SMP Negeri 1 Lembang, amounting to 91 people as supporters of the sample population of 978 people which is a whole number of teachers and students. The test statistic used is the calculation of Pearson correlation, path analysis, determination coefficient, hypothesis testing, and also use the help of an application program of SPSS 15.0 For Windows.

The results showed that the implementation of web-based academic information systems in SMP Negeri 1 overall Lembang kriteia included in both, but the indicator Aesthetic or Visual Appeal (aesthetic / visual appeal) is not good because the composition of the overall appearance of a web-based academic information systems SMP Negeri 1 Lembang there are still many shortcomings such as download feature. As for variable web-based information systems academic respondents showed a good response while the response to the user satisfaction of respondents felt less satisfied as seen from the response in percentage can be greater expectations in comparison with the percentage of performance. As for competitive advantage is enough. This means that web-based academic information systems SMP Negeri 1 Lembang is fine, but web users are not satisfied but that does not mean a competitive advantage will not be achieved.

Keywords : Web-based Academic Information System, user satisfaction, competitive advantage.